Wisconsin Industry Partnerships Academy
Workshop: "Goal-Setting, Benchmarking, and Evaluation
of Industry Partnerships"

Wednesday, March 2, 2011
10:00am–3:00pm
Crowne Plaza Madison
4402 East Washington Avenue
Madison, WI

The Department of Workforce Development (DWD), with assistance from the Center on Wisconsin Strategy (COWS) continues the 2010-2011 Industry Partnerships Academy on **Wednesday, March 2, 2011, from 10am to 3pm.** The second of this year's series tailored specifically to industry partnership teams, this workshop will emphasize strategies and tools for benchmarking, monitoring, and evaluating the effectiveness of industry partnerships for both workers and firms.

Workshop Agenda

❖ **National Speakers:** We are absolutely delighted to welcome TWO national experts on measurement and evaluation of industry partnerships:

  o **Stacey Jarrett Wagner, The JarrettWagner Group, LLC**—Stacey Wagner is principal of the JarrettWagner Group, LLC (www.jarrettwagnergroup.com), a consultancy in Washington, DC that works to resolve workforce development challenges through assessment and evaluation, strategic design and execution. Stacey has 20 years of experience in workforce development including conducting research and providing strategic thinking and technical assistance for the American Society for Training and Development and the National Association of Manufacturers. She authored the recent report, *"Unions as Partners: Expanding the Role of Organized Labor in Workforce Development."*

  o **Stephen Herzenberg, Keystone Research Center**—Steve Herzenberg has been Executive Director of the Keystone Research Center (KRC) (www.keystoneresearch.org) based in Harrisburg, Pennsylvania since it began operating in 1996. KRC is a research and policy development institute devoted to original research and the promotion of public dialogue around new ways to address pressing economic and civic problems. One of many impressive Keystone initiatives led by Steve was Pennsylvania's statewide industry partnerships project, and a systematic review of Pennsylvania's workforce development system. Steve holds a PhD in Economics from MIT.

❖ **Team Time:** As always, we will provide time to work in teams to discuss the day's key insights, and pose meaningful questions about project evaluation to our speakers and each other.

Audience: The Academy invites all regional industry partnership teams in the state, both those having received sector grants and those still seeking public and philanthropic support. We emphasize "teams" because we ask that you attend with up to five diverse members of your industry partnership (i.e. conveners, employers, tech college representatives, workforce board staff, etc.)

Attendance is capped at 75 attendees, so please register early!

<u>IMPORTANT REGISTRATION INFORMATION</u>

We look forward to your participation! **Please submit the following registration information** to Matthew Wyndham, Center on Wisconsin Strategy (COWS) via email at <u>mwyndham@cows.org</u> or via hard copy mailed to the address information below by **Friday, February 25, 2011 at 5pm**. Lunch will be provided.

A workshop fee of $35 per individual is required. Please **make your check payable to "Center on Wisconsin Strategy"** and mail to:

Center on Wisconsin Strategy (COWS)
Attn: Matthew Wyndham
University of Wisconsin-Madison
1180 Observatory Drive, Room 7122
Madison, WI 53706
Phone: 608.263.3889

Academy workshop fees are "allowable expenses" under Wisconsin Industry Partnership convening and training grant awards. We ask for your understanding of our <u>requirement for pre-payment</u> for the Academy workshop.

Region:

Industry Partnership Grant (if applicable):
i.e. Training Grant, Health Care Sector

Team Registrant List (the first listed team member should be that person/org submitting the team registration):

Name (First, Last)	Organization	Relationship to IP (i.e. employer, workforce board, etc.)	Email	Phone
1.				
2.				
3.				
4.				
5.				

For directions to the Crowne Plaza: http://www.ichotelsgroup.com/h/d/cp/1/en/hotel/msnet
Wisconsin Industry Partnerships web site: http://dwd.wisconsin.gov/industry_partnerships/